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ABSTRACT OF THE DISCLOSURE

A system and method of providing consumer item information to consumers by equipping the consumers with portable shopping assistants (PSAs), which can receive identifying information (OI-Id) concerning specific consumer items (OIs). The PSA transmits the OI-Id to an information server system (ISS), which responds with either the appropriate consumer item
5 information (P/S-Info) or a "key" (OI-Key) which can be used to retrieve the P/S-Info.